

Dennison's WINDOW BULLETIN

Vol. 3

SUMMER, 1928

No. 2

ARE YOU INTERESTED IN HUNDREDS OF IDEAS ON WINDOW DISPLAY?

"Making Show Windows Pay."

A new self-study course with complete instructions for making and arranging window displays for every occasion, together with a new easy method of show card designing.

SEVERAL thousand inquiries have been received from our Bulletin readers who are interested in obtaining complete information on window display. After considerable investigation and research this new course has been produced.

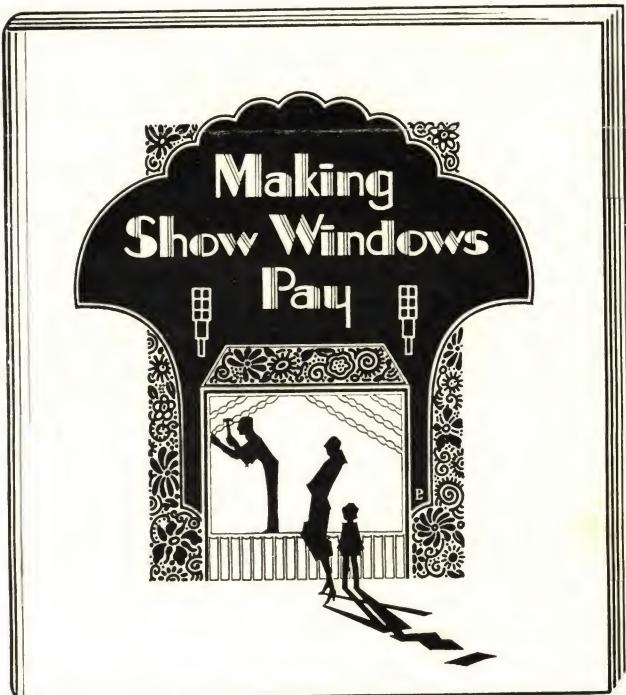
This course brings you complete illustrated instruction in every crepe paper effect known to window display. The book measures 12 x 14 inches and includes more than 25 large charts 14 x 22 inches. It contains step-by-step directions for making more than 72 conventional and seasonable displays. This gives you display ideas for about 18 months if you decorate one window a week. These suggestions go right through the year: Washington's Birthday, St. Valentine's Day, Easter, and so on to Christmas.

Outstanding authorities on window decoration, art, and show card designing have assisted in making this course very valuable to the display man. The chapter on "Color in Window Display" tells clearly just how to select the most attractive color combinations for every occasion, and in addition contains color charts that will help the decorator tremendously in his work.

The chapter on "The Principles of Design Applied to Window Display" is filled with ideas on building well-balanced symmetrical displays that lead the eye right to the merchandise on display.

The chapters on show card designing have been written by Mr. Ross George, who has published several books on the subject, while the material on color lighting was furnished by engineers who have made this subject their life work.

The course also contains valuable information on the decoration of show cases, booths and store lights; on making inexpensive fixtures, pedestals and



background panels; on decorating the various types and shapes of show windows, as well as hundreds of other useful, practical and economical suggestions.

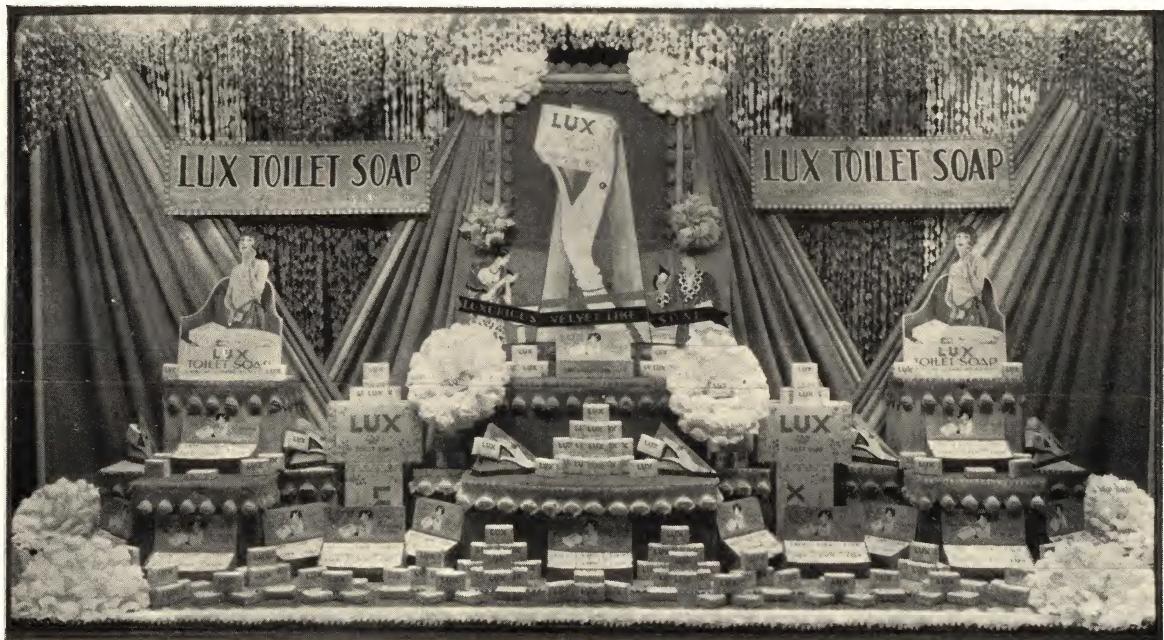
You might well expect such a course to cost \$10 or \$15, or even \$25, but we want every person who is interested in window decorating to have one of these. So the price has been set to cover barely the cost of placing the course in your hands. And even this small cost you do not pay until you receive your course.

A sufficient quantity of Dennison crepe paper is included with each course to decorate a display window of average size—six full folds, a retail value of 90c alone.

SEND NO MONEY

Simply send your name and address to W. H. Leahy, Window Display Studio, Dennison Mfg. Co., Framingham, Mass., and when the package comes pay the postman only \$3, plus the few cents postage, and the course is yours. After you have carefully examined the course and if you feel that it is not worth \$3 to you, just return it and your money will be promptly and cheerfully refunded.

Won a Trip to England



THIS window won first honors in a window decoration contest conducted by Lever Brothers, Limited, in Canada. It was installed by J. J. Noad of Toronto and won a trip to England. The contest attracted 3,000 entries. For a window measuring 8 feet long by 6 feet high by 8½ feet wide, the following materials were required:

- 6 folds No. 33 purple crepe paper
- 6 folds No. 21 heliotrope crepe paper
- 6 folds No. 22 violet crepe paper
- 4 folds No. 42 Nile green crepe paper
- 3 folds No. 11 white crepe paper

Approximate cost, \$3.50

INSTRUCTIONS FOR INSTALLATION:

STEP 1. Across the top of the background hang a curtain of fringe, alternating 20-inch strips of heliotrope crepe paper with 20-inch strips of purple.

STEP 2. Make a frame of laths or narrow wood strips and cover it with purple crepe paper. Place this in the center of the background and on each side of it extend from the floor drapes of violet crepe paper and Nile green crepe paper, bringing them to a point at the upper corners of the center panel.

Finish the center panel with a border of wide fluted crepe strips and in the center use a narrow tube. In the two upper corners use two large rosettes and on each side of the panel toward the center use two smaller rosettes of heliotrope crepe paper.

STEP 3. On each side of the window extend from the base to the upper corners drapes in the following order: heliotrope, violet and purple, the lightest color near the center and the darkest next to the side of the window.

STEP 4. Cover the base or bottom of the window with purple crepe paper, and across the front of the window next to the glass use a narrow strip of white crepe.

STEP 5. Across the top of the window background install a fringed curtain of Nile green crepe paper which has been trimmed, as shown in the photograph.

STEP 6. At the top of the window, next the glass, install a narrow valance of violet crepe paper, the bottom of which has been ruffled.

The large fluffy rosettes in this window convey the impression of soap-suds and foam.

Two From One



No. 1

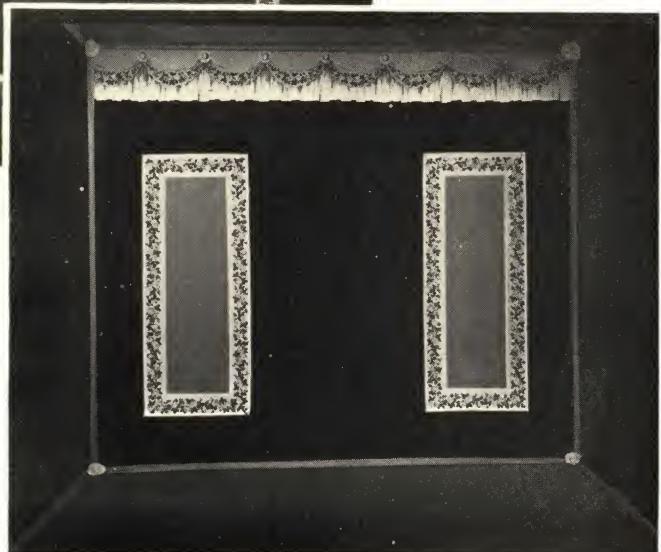
THESE two illustrations indicate entirely different applications which the resourceful decorator can make with a single design of decorated crepe paper.

WINDOW 1 — OPEN BACKGROUND

This window was 8 feet long by 6 feet high by 3½ feet wide and these materials were required:

- 1 fold No. 414 pink rose valance design decorated crepe
- 2 folds No. 44 grass green crepe
- 3 folds No. 42 Nile green crepe

Approximate cost, \$1.10



No. 2

INSTRUCTIONS FOR INSTALLATION:

STEP 1. Across the top of the background extend a curtain of Nile green fringe, trimming it to the pattern shown.

STEP 2. On each side of the background extend narrow vertical borders which have been cut from a fold of decorated crepe paper.

STEP 3. Across the top of the background tack a decorated strip cut from a fold of decorated crepe paper.

STEP 4. Cover the base of the window with grass green crepe, and edge the margins of the base background and sides with tubes of Nile green crepe, finishing the corners with rosettes of the same material.

WINDOW 2 — ENCLOSED BACKGROUND

This window was 8 feet long by 6 feet high by 3½ feet wide, and these materials were required:

- 1 fold decorated crepe No. 414, pink rose valance design
- 3 folds No. 44 crepe, Nile green
- ½ fold No. 37 crepe, American Beauty
- 5 folds No. 41 crepe, apple green

Approximate cost, \$1.75

INSTRUCTIONS FOR INSTALLATION:

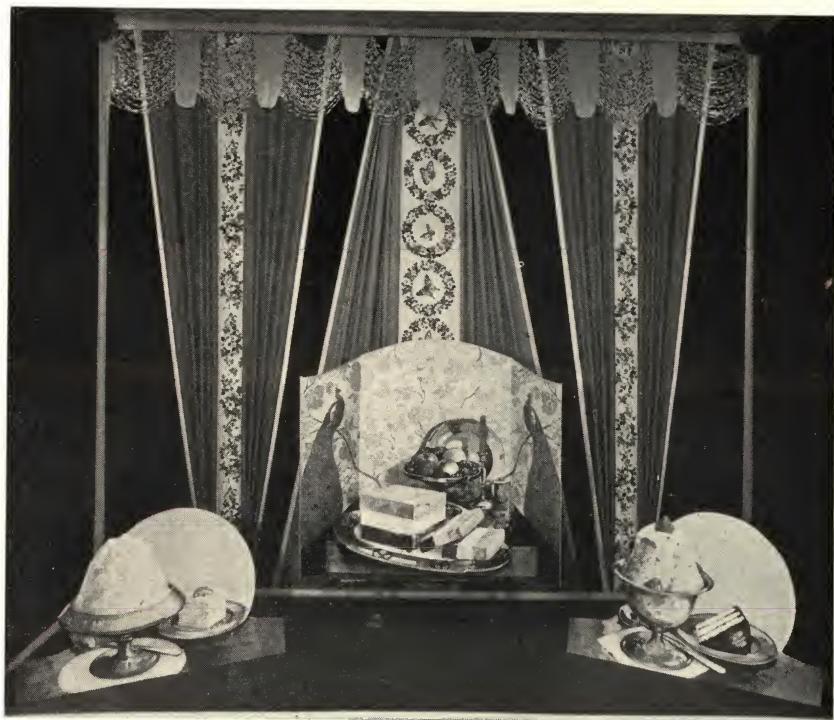
STEP 1. Cover background with Nile green crepe paper.

STEP 2. On each side of the background install a panel of American beauty crepe 20 inches wide and about 48 inches long. Frame these two panels with narrow floral border that has been cut from a fold of decorated crepe.

STEP 3. Across the top of the background extend the decorated valance which has been cut from a fold of decorated crepe.

STEP 4. Cover the base of the window with grass green crepe. Edge the margins of the base, background and sides with tubes of Nile green crepe and finish the corners with rosettes of American Beauty crepe.

For Summer



THE colors and design of this window combine to produce an effect of light and airy coolness so welcome during the summer months. A window 8 feet by 6 feet by 3½ feet required:

- 1 fold decorated crepe No. 415, butterfly and floral design
- 2 folds No. 41 Nile green crepe paper
- 2 folds No. 44 grass green crepe
- 2 folds No. 33 dark blush pink crepe

Approximate cost, \$1.25

INSTRUCTIONS FOR INSTALLATION:

STEP 1. In the center of the background install a butterfly and floral wreath design panel of decorated crepe.

STEP 2. On each side of the central panel install a drape of Nile green crepe which has been edged on the outside with a tube of dark blush pink crepe.

STEP 3. To each side of the background affix a narrow floral panel which has been cut from a fold of decorated crepe No. 415, and edge it with drapes

of Nile green. Finish the outside of the drapes with tubes of dark blush pink.

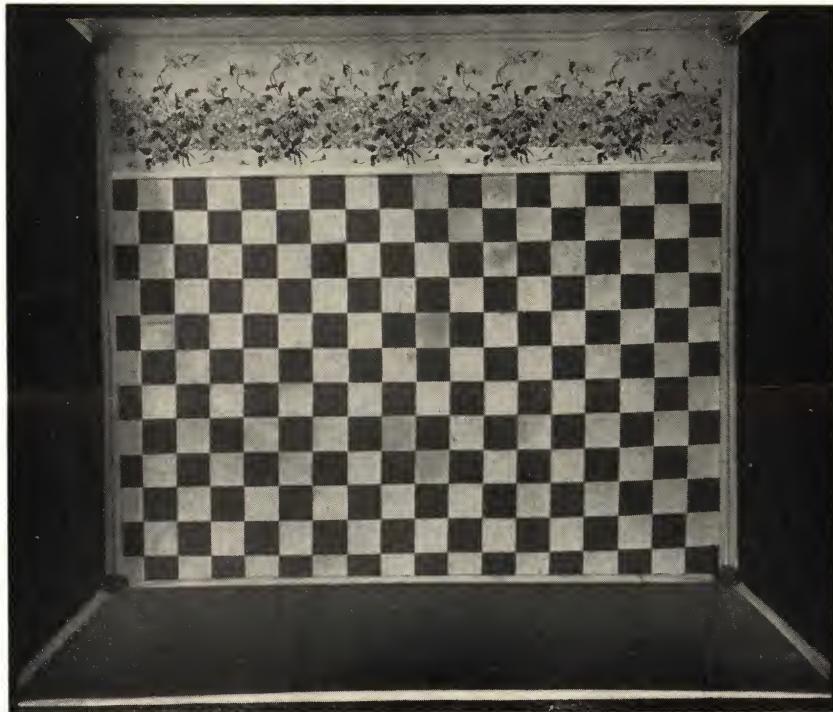
STEP 4. Across the top of the background extend a valance of dark blush pink crepe paper in a fringed drape effect.

STEP 5. Cover the base of the window with grass green crepe and finish the margins of the base background and sides with tubes of dark blush pink, and in the corners use rosettes of the same material.

Other designs of decorated crepe paper appropriate for summer display are:

No.	Design	No.	Design
303	Poppy	385	Pond Lilies
310	Large Parrot	387	Children at Seashore
312	Japanese	392	Fruit Cretonne on Primrose
313	Butterfly	394	Poppy and Bachelor Button
331	Bluebird	402	Bird on Dark Amber
364	Old-Fashioned Garden	407	Morning Glory
468	Parrots	408	Apple Blossom
377	Rose Basket	432	Peacock
383	Roses	414	Pink Rose Valance
384	Wistaria	415	Pink Rose and Butterfly Border
		952	Rose Petals and Leaves

Check Effect Background



A WINDOW measuring 8 feet long by 6 feet high by $3\frac{1}{2}$ feet wide required the following materials:

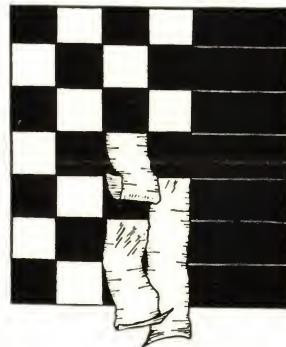
- 1 fold decorated crepe No. 393, floral design
- 4 folds crepe No. 60, primrose
- 6 folds crepe No. 54, French blue
- $\frac{1}{2}$ fold crepe No. 44, grass green

Approximate cost, \$1.90

INSTRUCTIONS FOR INSTALLATION:

STEP 1. Cut the primrose crepe and the French blue crepe into strips 4 inches wide and 10 feet long. Tack the French blue strips across the top of the background, side by side, so that a row of four-inch strips extends from the top to the bottom. Then, on one side of the background, tack a row of primrose crepe strips. Next tack the ends of the French blue strips fast to the bottom of the base, being careful to leave a space for the decorator to leave the window, the last strips of which can be finished from the outside of the window. Then, starting with the top primrose strip, weave it under the first French blue strip and over the second, and so on,

tacking the primrose strip fast when the side of the window is reached. Continue this procedure until the background is completed as shown.



STEP 2. Across the top of the background extend the fold of floral design decorated crepe and finish the bottom with a tube of grass green crepe paper.

STEP 3. Cover the base of the window with French blue crepe paper, and edge the margins of the base, background and sides with tubes of grass green crepe paper. Finish the corners with rosettes of French blue.

June Bride Window



HERE is an attractive suggestion for a bridal window that is well adapted for an open or an enclosed background. Materials required:

6 folds No. 31 light pink crepe
4 folds No. 11 white crepe
6 streamers No. 411 white
6 streamers No. 431 pink
3 tucked streamers No. 531 pink
2 tucked streamers No. 511 white

Approximate cost, \$3.25

INSTRUCTIONS FOR INSTALLATION:

STEP 1. Divide the background into three parts with two very wide tubes of white crepe. Across the central portion of the top of the background extend a shallow curtain of pink fringe. The two end parts of the background at the top are decorated with alternate streamers of pink and white trimmed in inverted "V" shape. At the bottom of each short streamer is pinned a small rosette of the same color.

STEP 2. Alternate streamers of pink and white crepe are tacked to the top of the front of the window next to the glass. To the bottom of each of these streamers is pinned a small bell, white bells on pink streamers, pink bells on white streamers.

STEP 3. Cover the bottom of the window with white crepe.

STEP 4. The centerpiece is made of a wire frame covered with white crepe, and decorated with pink

and white crepe paper. The large bell in the center is of white crepe on a wire frame.

STEP 5. The tubes are of pink crepe and the rosettes of white crepe. If desired pedestals may carry out the treatment with pink and white fringe. The small "posts" in the foreground are mailing tubes covered with white crepe, connected by braided pink crepe with white rosettes.

"Putting The 'Win' in Windows"

A motion picture film is now available which illustrates the various ways of handling crepe paper effectively for window background decorations. It is offered in two sizes, on fireproof stock:

1. The standard size film that will fit commercial projectors;
2. The small width, for use in the small home projector that is becoming so popular.

If you can use the film for a showing at your local club or association, write to Dennison Manufacturing Co., Window Display Studio, Framingham, Mass., stating the date you would prefer to have the showing, also the size of film that you will require.

Patriotic Window Display



THE following material was required to decorate a window 8 feet long by 6 feet high by $3\frac{1}{2}$ feet wide.

4 folds No. 11 white crepe
3 folds No. 52 national blue crepe
2 folds No. 81 red crepe
1 fold No. P 558 eagle and drape, red, white and blue decorated crepe

Approximate cost, \$1.75

INSTRUCTIONS FOR INSTALLATION:

STEP 1. In the center of the background install a waved panel of white crepe edged with tubes of national blue crepe. Beyond this on each side

install drapes of red, white and blue, the outside edged with a narrow tube of white.

STEP 2. On each side of the background hang a narrow curtain of white crepe fringe.

STEP 3. Across the top of the background extend a valance cut from the eagle and drape decorated crepe, No. P 558.

STEP 4. Cover the base of the window with national blue crepe.

STEP 5. On each side of the window install a series of white crepe tubes arranged in fan shape.

STEP 6. Finish the margins of the base background and sides with tubes of red crepe, and in the corners use white crepe rosettes.

DISCOUNTS may mean much to a retail merchant, but to the average consumer they do not mean anything. He is interested in price, but not in lists and discounts.

Recently a clothing store window was noticed in which about a dozen suits of clothes were shown. The suits seemed to be of good quality; they were well displayed, and each bore a plainly lettered price card. There was a crowd in front of the window and a similar crowd of buyers inside the store. Unquestionably the sale was a success.

Almost directly across the street was another clothing store and again the suits on display were of good material and well tailored. Likewise each suit

carried a plainly lettered card, but no prices were given. Instead the card said, "Special sale—15 per cent discount."

People stopped in front of the window, lingered a moment, then passed on. Inside there were few buyers. Fifteen per cent discount made no impression upon the passer-by, except perhaps to make him wonder what it really meant.

A window display is like a salesman, and no salesman can sell successfully unless he talks the language of the buyer. It is poor business to talk discounts to people who are accustomed to having their figuring done for them. Besides, a discount without a list is as meaningless as a key without a lock.

The Old Oaken Bucket



THIS attractive display was installed by the Geer-Dunn Co. of Jamestown, N. Y., during the Centennial celebration.

For a display window measuring 8 feet long by 6 feet high by 3½ feet wide, the following materials were required:

1 fold No. 383 Rose design decorated crepe,
2 folds No. 389 Stonewall design decorated crepe,
½ fold No. 46 leaf green crepe,
2 folds No. 364 Old-fashioned Garden design decorated crepe paper,
2 folds No. 375 Wistaria design decorated crepe paper,
3 folds No. 42 Nile green crepe paper,
4 folds No. 44 grass green crepe paper.

Approximate cost, \$2.90

INSTRUCTIONS FOR INSTALLATION:

STEP 1. Cover the background and side of the window with a net of Nile green crepe paper.

STEP 2. On each side of the background install waved panels of grass green crepe paper.

STEP 3. Over the places where the net joins the



This fold
of crepe
paper is
known the
world over.

Stores

62 E. Randolph Street
Chicago, Illinois
220 Fifth Avenue
New York City

Printed in U. S. A.

waved panel, use vertical borders cut from a fold of rose design decorated crepe No. 383.

STEP 4. Across the bottom of the background and side extend a fold of No. 364, old-fashioned garden design crepe paper, the upper part of which has been cut away to make the flowers stand out in relief.

STEP 5. Across the top of the background extend wistaria design decorated crepe paper No. 375 the white part of which has been cut away as far as possible to make the wistaria blossoms stand out.

STEP 6. Cover the base or bottom of the window with grass green crepe paper which has been waved.

STEP 7. Now form the well effect by covering a large cylinder of cardboard with decorated crepe paper No. 389 stonewall design. The well is constructed of two uprights joined by the windlass to which the bucket rope is attached. The roof of the well covering is of cardboard which has been covered with leaf green crepe paper as have the uprights and the windlass.

crepe paper effects, as drapes and rosettes, referred to in this bulletin, are given in our *free* book, "Some Lessons in Window Decorating." This book also suggests different displays together with other useful information on window and show-case display.

Dennison Manufacturing Co.

Works, FRAMINGHAM, MASS.

Member of the Window Display Advertising Association

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Stores

26 Franklin Street
Boston, Mass.
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The Old Oaken Bucket

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STEEL
with a



This fold
of crepe
paper is
known the
world over.

you are unable to obtain suitable colors or designs of crepe paper locally, write to Framingham, Mass. Detailed instructions for producing the various

window Decorating." This book also suggests different together with other useful information on window and show-case display.

From the collection of:

Mike Jackson, FAIA

Dennison Manufacturing Co.

Stores, FRAMINGHAM, MASS.

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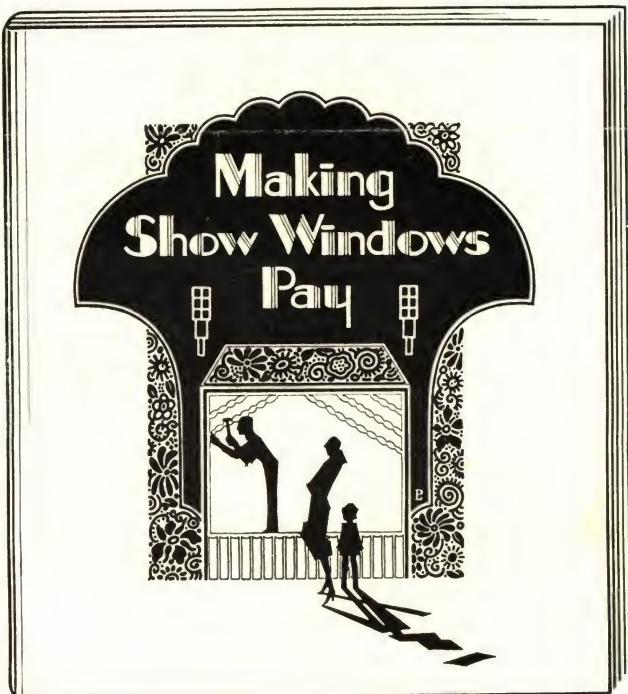
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